S
917.8604
H3m
cop. 1

Montana State Library
3 0864 1006 9169 3

TRAVEL NEWS MONTANA

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 – VOL. 1, NO. 1, 1977

STATE ... NEWS
Vol. 4

TRAVEL CONFERENCE SET FOR HELENA

Travel Roundup, the Governor's Conference on Travel, will open its fourth annual session on St. Patrick's Day, March 17, with a [illegible]koff luncheon and opening address by Governor Thomas L. Judge at the Colonial Inn in Helena.

Josephine Brooker, Director of the Montana Travel Promotion Unit, said, "Travel Roundup is designed to get all travel-oriented people together to get a total overview of travel on statewide, regionwide and nationwide levels." Brooker added, "This stimulating exchange of information and ideas helps build the travel industry in Montana — and growth comes from the enthusiasm generated by contact with travel experts and other people involved in tourism businesses."

C. Harold Northrup, Chairman, Director, and Member of the Executive Committee of DATO, will be featured speaker at the closing luncheon of the 4th annual Governor's Conference on Travel.

Following the noon opening luncheon the Travel Promotion Unit will present *Update Travel '77*, summarizing new dimensions in State travel marketing plans, summer travel projects, results of 1976 advertising and promotion, a report on Old West Trail Foundation marketing plans, and a preview-travel powwow in connection with Travel Showcase '77.

Travel industry-related events scheduled for the first afternoon's session include a Small Business Administration presentation, *What's In It For You?* to be presented by SBA District Director Ott Tschache; a Legislative Panel moderated by Tom Windsor, Montana Chamber of Commerce; a preview of the new Pacific Northwest Travel Association Tour Directory and plans presented by Bill Shaw, chairman of the PNTA Tour Directory and State of Washington Travel Director, and Mrs. Pat Downs, Coordinator of the Tour Division of the Travel Promotion Unit. An evening Watering Hole will be hosted by the Bovey Restoration, Virginia City; the Heritage Inn, Great Falls; and the Outlaw Inn, Kalispell.

John A. Townsley, Superintendent of Yellowstone National Park, is scheduled banquet speaker at the "Travel Roundup," speaking on *Yellowstone National Park in a Changing World.*

Featured speaker at the evening banquet will be John Townsley, Superintendent of Yellowstone National Park, speaking on *Yellowstone National Park in a Changing World.* Premiered at the banquet will be *Montana Camera Safari,* Montana's newest travel film, which will be shown nationwide in theatres beginning this Spring. Banquet entertainment will be provided by The Carrolleers of Carroll College in Helena, with Joseph Munzenrider, director.

(continued back page)

MONTANA MOVIE BUSINESS BOOMS

Although such glittering stars as Charles Bronson and Lee Remick were in town, Great Falls got a bigger blast out of the explosive demolition of the old Paris Gibson Junior High School — but all three were part of the filming of the Metro-Goldwyn-Mayer production *Telefon*, filmed on location in Great Falls and in Finland.

Starring Bronson and Remick and directed by Don Siegel, the spy-thriller film was brought to Montana last month as a result of efforts by the State's Film Locations Division. The old high school building, due to be razed later this year, was used in the movie as a U.S. Army chemical research center in Denver that blows up when an explosives-laden truck crashes into the front of the building.

Engineered by Controlled Demolition, Inc., a world-famed firm of demolition experts centered in Maryland, the explosive effects were heightened by MGM specialists who placed special-effects incendiaries in the building. When the explosives were detonated an immense ball of fire poured from windows and engulfed the building while a crowd of some

Smoke and flame engulf Great Falls' old Paris Gibson Junior High School as demolition experts destroy the condemned structure for a scene in the Siegel-directed spy thriller.

3,000 Great Falls' onlookers cheered the display. The front wall portion, left to create the effect of a bombed-out building, was torn down immediately after filming the scene.

Also used as sites in the film were the guard gate at Malstrom Air Force Base, which became a border entrance through which a Russian spy enters the United States from Canada; a hospital; and the old Great Falls airport, used as the Calgary air terminal.

While in Great Falls for the location scene, Bronson visited Ken Trow, retired Air Force officer who was pilot of the B-29 on which Bronson was tail-gunner in World War II. Arriving in Great Falls directly from previous location scenes in Helsinki, Finland, Bronson told Scott Warden, Coordinator of the Film Location Division, "It's great to be in Great Falls — I just had a hamburger deluxe for $1.65 that would have cost ten bucks in Finland!"

Assisting Warden in securing the film for location in Montana were Pat Mathews, Hollywood liaison for the state's film unit, and Roger Young, Great Falls Chamber of Commerce.

Shooting of the film left an estimated $250,000 in Great Falls, Warden said. During fiscal year 1975-76, filming of two movies, a portion of a third, and a commercial were brought to Montana, leaving some $5.4 million in the state. Projections for 1976-77 indicate that if plans are completed for shooting 10 films scheduled for Montana locations, an estimated $5,110,000 will be generated by the movie industry for the state.

Stars Charles Bronson and Lee Remick rehearse a scene on location in Great Falls for the MGM film *Telefon*, to be released next winter through United Artists.

A group of Canadian ski agents toured Montana ski facilities last month on a FAM trip organized by Mrs. Pat Downs, Tour Division Coordinator for the Travel Promotion Unit. The late February trip started in Bozeman with participants arriving from Canadian points via Northwest Airlines for bus transfer to Big Sky of Montana. After skiing Big Sky and touring the resort's facilities, the group moved to Bozeman for accommodations at Holiday Inn and a ski at Bridger Bowl. Following dinner at Bozeman's Overland Express, the Canadian agents flew to Kalispell for skiing Big Mountain and touring the resort and the adjacent town of Whitefish.

SUCCESS, LIKE ROSES, SMELLS MIGHTY SWEET

The sweet smell of success has pervaded the Travel Promotion Unit lately, with applause for the Unit's efforts from appreciative professionals all across the country.

"That *looks* like summer!" was the comment from the prestigious Chicago Tribune in requesting the cover photograph on the current 40-page brochure produced by the Travel Unit, for use in a full-page treatment for a June issue. And the United States Travel Service thought so highly of the State's recent Spring/Summer 1977 Press Kit — calling it "so very beautiful!" — that the Federal agency ordered extra copies to send to overseas offices.

"You are doing the best job of all the state travel departments — keep up the good work!" commented the travel editor of a Florida newspaper planning to publish a recent Travel Unit story on white-water trips in Montana. And *Sunset* magazine, which just published a story on Montana skiing — as a result of a writers' tour sponsored by the Travel Unit last winter — has added Montana to its primary distribution area and is bombarding the Unit with phone calls for information as if they were aboard the *Nina*, *Pinta* and *Santa Maria* and Montana were the shores of the New World.

Winter ski articles produced by the Travel Unit and sent to travel editors throughout the country have reached a circulation of 1½ million in a spot-check of clipping service returns — a high return ratio for a winter in which lack of snow was of greater news value than where skiing was available.

ECONOMIC HIGHLIGHTS OF TOURISM BUSINESS

A summary report from the U.S. Department of Commerce Media Services Division states that tourism is a big business that supports four million U.S. jobs and accounts for five per cent of the Gross National Product.

The report estimates that one job is supported for every $21,000 in tourism receipts, with expenditures by 1976 international visitors alone sufficient to support an estimated 320,000 jobs.

Based on the fact that 12.4 cents of every tourism dollar lands in federal, state and local tax coffers, international visitors' expenditures in 1976 resulted in approximately $830 million in tax receipts — taxes which support roads, schools, and public-financed services which benefit the general public.

The report, produced from statistical information compiled by the United States Travel Service Research and Analysis Division, concluded that use of all modes of transportation in the U.S. accounts for no more than ten per cent of domestic petroleum consumption and five per cent of the nation's total energy consumption.

FORT BENTON IN MAGAZINE STORY

A warm view of Fort Benton will be in the June, 1977 issue of *Ford Times*, highly regarded and long-published magazine issued by the Ford Motor Company, according to a recent communication from the magazine's managing editor.

The story was written by Montana's inimitable Dorothy M. Johnson, Whitefish native and Missoula resident who is author of such best-sellers as *A Man Called Horse*, *The Bloody Bozeman*, and the recently published *Buffalo Woman*.

Citing the town's interesting historic and contemporary friendliness, the Johnson article also gives full credit to the massive efforts of the Fort Benton Community Improvement Association in raising funds for the Lewis and Clark Memorial dedicated last June.

MONTANA MOVIE BUSINESS BOOMS

Although such glittering stars as Charles Bronson and Lee Remick were in town, Great Falls got a bigger blast out of the explosive demolition of the old Paris Gibson Junior High School — but all three were part of the filming of the Metro-Goldwyn-Mayer production *Telefon*, filmed on location in Great Falls and in Finland.

Starring Bronson and Remick and directed by Don Siegel, the spy-thriller film was brought to Montana last month as a result of efforts by the State's Film Locations Division. The old high school building, due to be razed later this year, was used in the movie as a U.S. Army chemical research center in Denver that blows up when an explosives-laden truck crashes into the front of the building.

Engineered by Controlled Demolition, Inc., a world-famed firm of demolition experts centered in Maryland, the explosive effects were heightened by MGM specialists who placed special-effects incendiaries in the building. When the explosives were detonated an immense ball of fire poured from windows and engulfed the building while a crowd of some 3,000 Great Falls' onlookers cheered the display. The front wall portion, left to create the effect of a bombed-out building, was torn down immediately after filming the scene.

Smoke and flame engulf Great Falls' old Paris Gibson Junior High School as demolition experts destroy the condemned structure for a scene in the Siegel-directed spy thriller.

Also used as sites in the film were the guard gate at Malstrom Air Force Base, which became a border entrance through which a Russian spy enters the United States from Canada; a hospital; and the old Great Falls airport, used as the Calgary air terminal.

While in Great Falls for the location scene, Bronson visited Ken Trow, retired Air Force officer who was pilot of the B-29 on which Bronson was tail-gunner in World War II. Arriving in Great Falls directly from previous location scenes in Helsinki, Finland, Bronson told Scott Warden, Coordinator of the Film Location Division, "It's great to be in Great Falls — I just had a hamburger deluxe for $1.65 that would have cost ten bucks in Finland!"

Assisting Warden in securing the film for location in Montana were Pat Mathews, Hollywood liaison for the state's film unit, and Roger Young, Great Falls Chamber of Commerce.

Shooting of the film left an estimated $250,000 in Great Falls, Warden said. During fiscal year 1975-76, filming of two movies, a portion of a third, and a commercial were brought to Montana, leaving some $5.4 million in the state. Projections for 1976-77 indicate that if plans are completed for shooting 10 films scheduled for Montana locations, an estimated $5,110,000 will be generated by the movie industry for the state.

Stars Charles Bronson and Lee Remick rehearse a scene on location in Great Falls for the MGM film *Telefon*, to be released next winter through United Artists.

GUEST EDITORIAL

Forrest H. "Buck" Boles, Executive President of the Montana Chamber of Commerce, is Guest Editor for this issue of Montana Travel News.

The last dictionary I looked at defined "synergism" as "cooperative action of discrete agencies such that the total effect is greater than the sum of the effects taken independently." That's a fancy way of saying that the effects of a cooperative effort are bigger than what any single person could do alone. It is also a good word to use to describe the relationship between the Travel Promotion Unit and the Montana Chamber of Commerce — or, more particularly, the Montana Travel Hosts division of the Montana Chamber.

The MTH Council is an integral part of the Montana Chamber, and is appointed by the President of the Montana Chamber. The Council in turn selects regional advisors from six reagions of Montana, and is staffed by an MTH Manager who spends approximately half of his or her time on MTH projects. A half-time secretary is assigned to the MTH Manager.

Travel is the *raison d'etre* of MTH, and primary in its functions is the execution of statewide tourism promotion projects. Those projects include the Mini-tour Brochure Program, in which six separate brochures covering six separate sections of Montana are produced at no cost to the state and are distributed in 300 racks across the state. These brochures help persuade visitors to stay in the state longer by illustrating side trips they can take and points of interest they can visit.

In addition, MTH was responsible for the printing and distribution of 25,000 Guest Guides to Montana. The Guides were distributed through local Chambers of Commerce and sponsors, and also through commercial newsstands. A highly successful sale item, hundreds of the Guides were sold in response to out-of-state inquiries and helped promote Montana's many vacation attractions.

Through MTH, an Accommodations Guide has been distributed by local Chambers, travel shows, and in response to written inquiries — again at no cost to the state. 50,000 of the Guides were printed, and a new printing is planned for next year. There are also two printings each year — one in mid-winter and one in spring — of the Montana Vacation Events brochure, which is compiled and printed by MTH and is distributed by MTH through local Chambers, the Travel Promotion Unit, travel shows, and written inquiries.

MTH sponsors the Point-of-Entry Car visitor information centers that distribute relevant travel information to visitors as they enter the state. One of the biggest MTH jobs is simply answering mail — and a vast bulk of it is received. In the last 12 months approximately 6,000 visitor information packets were sent — an average of nearly 25 packets each working day.

As another facet of the synergism between the Travel Promotion Unit and MTH is the co-sponsorship of Travel Roundup, the annual Governor's Conference on Travel, this year being held in Helena starting March 17.

In its support of the travel industry, MTH carried out the recent "Talk Travel" program and worked in the legislature for tourism interests — supporting the Travel Promotion Unit budget and opposing attempts to divert gasoline taxes from highways to other uses and attempts to grant authority to local governments to impose room taxes.

MTH synergetic efforts extend to other groups as well, working closely with local Chamber tourism promotion efforts, attending meetings of travel-related groups such as Innkeepers Association and tavern owners, and cooperating with the Pacific Northwest Travel Association, of which Montana is a member.

The assistance given the travel industry by local Chambers is immeasureable. There are approximately 85 functioning local Chambers in the state, and virtually all have some visitor promotion program, even if on a once-per-year basis. There are 26 staffed Chambers in the state, with varying programs. Chambers of larger cities such as Missoula, Billings and Great Falls have staffs assigned to visitor, convention or tourism bureaus. Some are financed separately by hospitality industries in the community.

This network of local Chambers, with their high degree of interest in tourism, is a great help to Montana Travel Hosts and to the Montana Travel Promotion Unit. It is the overriding goal of MTH to further this cooperation and extend other organizations so that all in-state tourism promotion efforts are as coordinated and organized — and therefore as effective — as it is possible to make them. That goal would make the word "synergism" describe all of us.

MONTANA TRAVEL NEWSLETTER

published as a report on Montana's Tourist Industry

by

The Travel Promotion Unit, Department of Highways

Helena, Montana 59601

Telephone: 449-2654

DATO TRAVEL MART SCHEDULED IN MAY

The Discover America Travel Organization's National Conference and Travel Mart has been scheduled for May 2-5 in Phoenix.

As many as 2,000 travel industry executives, including leading suppliers of domestic travel goods and services and retail travel agents from throughout the United States, are expected to attend. Montana will be exhibiting in the Travel Mart as part of Tour Division activities.

Again this year, as in 1976, the Travel Mart is being sponsored by DATO in conjunction with the U.S. Travel Service, a branch of the Department of Commerce. It is the second consecutive year the U.S. government has become involved in a major meeting designed to promote travel by Americans to U.S. destinations.

USTS COOPERATIVE FUNDS FOR CANADIAN PROMOTION

Promoting of Montana's winter recreation opportunities to the Canadian travel market got a shot in the arm this year with a cooperatively funded campaign by Montana with the United States Travel Service.

According to Josephine Brooker, Director of the Montana Travel Promotion Unit, the cooperative campaign is the first time Montana as a state has received funds from the governmental agency. In the January program, USTS put up $5,000 to be matched by State advertising funds. USTS matching funds regulations stipulate that funds must be used for advertising out of the country and may be used only for original campaigns — as opposed to advertising efforts already established by the recipient agency. Brooker said the funding program was a "splendid opportunity to emphasize Montana in the increasingly attractive Canadian market."

The early-winter campaign included magazine ads in *Ski Canada* and *Saskatchewan Ski Journal* and newspaper ads in Winnipeg, Regina, Edmonton, Lethbridge, Saskatoon, and Calgary. In addition, a three week, 30-second spot schedule was designed over CFCN-TV in Calgary and CKY-TV in Winnipeg.

Follow-up publicity was provided by the travel publicity arm of the Travel Promotion Unit, with articles and photos on Montana winter recreation sent to newspapers in the Canadian target area.

MONTANA MOVIES WIN TOP AWARDS

Three Montana-produced films have been awarded superior honors in the 14th Annual National Outdoor-Travel Film Contest, according to a communication to the Montana Travel Promotion Unit from the Michigan Outdoor Writers Association.

Montana's winter promotion film, *Montana — A Little Farther North*, was judged Best of Festival in the prestigious competition while the Bicentennial-dedicated film *Montana Revisited Along the Lewis and Clark Trail* won first place as the Best Outdoor-Travel-Recreation Film.

In addition, *Red Sunday*, winner of numerous "best" awards in other competitions and selected to be the official Department of the Interior orientation film at the Custer Battlefield, earned a Citation of Merit and was judged to be "superior to most outdoor and travel films."

Judges in the competition included George Pierrot, television travel show producer and director of the World Adventure Series at the Detroit Art Institute; James A. O. Crowe, Detroit *News* outdoor editor; Mort Neff, retired TV outdoors show producer; and Leonard R. Barnes, chairman of the Teddy Film Contest. Competing films included entries produced by American Sportsman-ABC Sports; Evinrude Motors; Detroit-Edison Company; and Glen Lau Productions as well as entries from other states.

Montana — A Little Farther North was filmed by nationally known ski cinematographer Jim Rice of Whitefish and was produced by the Montána Travel Promotion Unit in cooperation with Northwest Orient Airlines and Montana Power Company. *Montana Revisited Along the Lewis and Clark Trail* was filmed by Sage Films of Helena and was sponsored by the Travel Promotion Unit, the Montana Bicentennial Administration, Northwest Orient Airlines, and Western Airlines. *Red Sunday*, a documentary on the events leading to the Battle of the Little Bighorn, was filmed by former Montanan James Kelly and is narrated by actor and parttime Montana resident John McIntire. The film was sponsored by the Montana Travel Promotion Unit, the North Dakota Travel Division, and the Montana and North Dakota Bicentennial Administrations.

The three 28-minute, color films are being distributed over nationwide television and are available for viewing by schools, clubs, and other meeting groups.

NEW MONTANA LOGO FOR PROMOTION USE

The logo designed last year for the Montana Travel Promotion Unit — and used on the first and last pages of each issue of *Montana Travel News* — is available for use by travel businesses throughout the state according to a reminder by Josephine Brooker, Travel Unit Director.

Slick proofs for use on printed material are still available through the Unit. A variety of sizes is being offered in four styles of solid, outline, reversed and screened lettering. Six sizes of each style, printed on an 8½ x 14 sheet, will be sent to individuals requesting them. Address the Montana Travel Promotion Unit, Helena, 59601.

(continued from page 1)

After an "on your own" breakfast, the second day of the two-day conference will begin with a drawing, available to conference registrants only, for a free quarter of Montana beef provided by the Montana Cattlemen's Association.

Following the drawing will be a Fish and Game Department panel sponsored by Montana Travel Hosts with panel moderators to be Forrest "Buck" Boles, Manager of the Montana Chamber of Commerce, and Suzy Koch, President of Montana Travel Hosts. Panel members will include Joseph J. Klabunde, Chairman of the Fish and Game Commission, and Jim Posewitz of the Department of Fish and Game.

The morning session will also feature a summary of new travel attractions, events, and places around Montana. Included will be presentations on the Snowmobile Association by Judy Rue, McLeod; the Towe Ford Collection by Deer Lodge Chamber of Commerce President Robert Polish; the U.S. Forest Service, by Phil Schlamp, Helena National Forest; and a session on backpacking to be presented by Rick Graetz, backpacking outfitter and publisher of *Montana, Magazine of the Northern Rockies*. Also to be included in the *What's New* roundup will be the Grant-Kohrs Ranch National Historic Site; the Outfitters Association; white-water trips; Bureau of Land Management; and a discussion of where Montana stands on Historic Sites Preservation, to be presented by John De Haas, professor of architecture at Montana State University in Bozeman.

Featured speaker at the final luncheon will be G. Harold Northrup, Chairman, Director, and Member of the Executive Committee of Discover America Travel Organizations and president of Callaway Gardens in Pine Mountain, Georgia. The conference will adjourn following the Friday luncheon meeting.

Planned for early arrivals during the registration period during the morning of March 17 is a film festival to feature *Yellowstone — A Wilderness Adventure*, new film showing Yellowstone National Park in all seasons; *Helena, City of Gold*, on Helena's attractions and its history as a mining town; *Wyoming Rodeo — A Howdy Happening*, rodeo film produced by the Wyoming Travel Commission; *Montana Revisited on the Lewis and Clark Trail*, produced by the Travel Promotion Unit and a recent film festival award winner; and *Travel — Montana's Beautiful Industry*, a film showing the economic impact of tourism on local communities.

Persons attending the conference are required to make their own Helena hotel reservations. A block of rooms has been set aside at the Colonial Inn on a first-registration basis for conference participants.

TEXAS PASSES NEW YORK IN TOURISM IMPORTANCE

In a recently released report of the U.S. Travel Data Center, Texas, with a total tourist income of $5 billion, overtook New York State to become third largest producer in the nation.

The "Texas Plan" of cooperation between two state agencies, two private sector associations, numerous regional and city convention and visitors bureaus, and chambers of commerce was attributed as a significant factor in Texas tourism leadership.

TRAVEL NEWS MONTANA
Travel Promotion Unit, Dept. of Highways, Helena, Montana 59601

Bulk Rate
U. S. Postage
PAID
Permit No. 20
Helena, MT.

STATE PUBLISHING CO.–LITHO